

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial No.: 10/826,779 Confirmation No.: 1294  
Applicant: Michael Sweeting, , et al.  
Title: DYNAMIC PRICE IMPROVEMENT  
Filed: April 16, 2004  
Art Unit: 3691  
Examiner: Gregory Johnson  
  
Atty. Docket: 03-1083  
Customer No. 63710

**REPLY TO OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Applicant hereby replies to the Office Action of September 1, 2009. Kindly amend the application as follows.

**PETITION FOR EXTENSION OF TIME**

Applicant petitions for a three-month extension of time to reply to the Action of September 1, 2009, to and including March 1, 2010.

Kindly charge the petition fee to Deposit Account No. 50-3938, Order No. 03-1083.

**AMENDMENTS TO THE CLAIMS** begin on page 2 of this paper.

**REMARKS/ARGUMENTS** begin on page 9 of this paper.